



SLOVENIA: A TRULY INCREDIBLE SHOW OF SPRING BLOSSOM

We underlined the synergy of sports and tourism and the importance of raising awareness of organising sustainable sports events with a clear strategy, together with all stakeholders in a destination." (MSc. Maja Pak on her participation at the 2nd World Sports Tourism Congress)

Dear Didier,

springtime in Slovenia is simply magical. Nature unveils itself in a number of colours, the days are longer and pleasant temperatures invite us to spend time outdoors, surrounded either by pristine nature or the hustle and bustle of the charming towns.

What are the highlights of the past two weeks?

- On 22 April, [we celebrated Earth Day](#) by preparing an overview of the most exciting green stories from Slovenia - after all, **Slovenia ranks 4th** among 154 in terms of its positive contribution to the planet and the climate;
- Our director, **MSc. Maja Pak**, participated in [the 2nd World Sports Tourism Congress](#);
- Slovenia was again brought to the spotlight: at [the BalCannes Festival](#) and at [the World Food Gift Challenge 2023](#);
- We also celebrated [World Book and Copyright Day](#) by taking a peek into the stories on our website, which are connected with literature - don't forget, Slovenia is [the Guest of Honour](#) at this year's Frankfurt Book Fair.
- We are getting ready for major sports events in Slovenia, among them also [Ultra Trail Vipava Valley I Feel Slovenia](#).
- [A new boutique accommodation](#) has opened its doors in the heart of the Julian Alps

P.S. Make sure to take a look at the April edition of the inspiring [Stories from Slovenia](#).



From Slovenia with love...



THE 2ND WORLD SPORTS TOURISM CONGRESS

The 2nd World Sports Tourism Congress took place 26-27 in Zadar. Minister of the Economy, Tourism and Sports, Matjaž



SILVER AWARD AT THE BALCANNES FESTIVAL

The Slovenian Tourist Board was awarded second place out of 45 finalists in the BalCannes Tourism, Culture and Leisure

Han, and the Director of the STB, MSc. Maja Pak, were also there.

category for its global digital campaign "Twitter Amplify Tour de France".

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CELEBRATING EARTH DAY: SLOVENIA'S STEPS TOWARDS SUSTAINABILITY

On 22 April, Earth Day was celebrated worldwide. Since Slovenia is one of the world's most sustainable tourist destinations, this was a great opportunity to highlight the green story of Slovenia.

[Read more](#)



ULTRA TRAIL VIPAVA VALLEY I FEEL SLOVENIA

From May 5 to 7, the 8th edition of the epic Ultra Trail Vipava Valley I Feel Slovenia will take place. A record 1,800 runners from 36 countries are registered for the event.

[Read more](#)



NEW! SOFIJA CHALET IN KRAJNSKA GORA

Kranjska Gora boasts a new luxury accommodation. Sofija Chalet is located in the village of Gozd Martuljek and offers stunning views of the surrounding Julian Alps peaks.

[Read more](#)

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- [A tree organic beeswax wrap from Slovenia awarded at the World Food Gift Challenge 2023](#)
 - [World Book and Copyright Day 2023](#)
 - [April's Stories from Slovenia in a nutshell](#)